

AMENDMENTS TO THE CLAIMS

1. (Currently Amended) A method for reducing a call fee by improving the efficiency of mobile communication by utilizing a short message service (SMS) in a portable mobile terminal to display an advertisement, comprising the steps of:

receiving an SMS message from an SMS-based advertisement service provider and storing advertisement data and advertisement schedule data extracted from the SMS message; and

displaying the advertisement data on the portable mobile terminal at a time according to the advertisement schedule data,

wherein the advertisement schedule data includes start time information of the advertisement, expiration time information of the advertisement, and display day information of the advertisement.

2. (Original) The method as claimed in claim 1, further comprising the steps of:

accessing a server of the SMS-based advertisement service provider to select a desired advertisement and a desired advertisement time; and

sending a phone number of the portable mobile terminal to the server for subscribing the SMS advertisement service.

3. (Original) The method as claimed in claim 1, wherein an SMS message includes an advertisement identifier (Ad ID) indicating that the SMS message is an advertisement message.

4. (Cancelled)

5. (Currently Amended) The method as claimed in claim 1 ~~claim 4~~, wherein the advertisement schedule data further comprises:

rotation time information of the advertisement; and

display duration time information of the advertisement.

6. (Currently Amended) A method for providing an advertisement using an SMS service in a portable mobile terminal, comprising the steps of:

accessing a server of an SMS-based advertisement service provider to select at least one desired advertisement and at least one desired advertisement time and to input a phone number of the portable mobile terminal for receiving data related to a selected advertisement;

receiving the selected advertisement data and an associated advertisement schedule corresponding to the at least one desired advertisement time from the server;

storing the received advertisement data in a memory of the portable mobile terminal in a predetermined advertisement data format; and

storing the received advertisement schedule data in the memory of the portable mobile terminal in a predetermined advertisement schedule data format,

wherein the advertisement schedule data includes start time information of the advertisement, expiration time information of the advertisement, and display day information of the advertisement.

7. (Original) The method as claimed in claim 6, further comprising:

displaying the selected advertisement data according to the advertisement schedule data;
and

returning to an initial screen mode after displaying the advertisement for a specified time according to the advertisement schedule data.

8. (Original) The method as claimed in claim 6, where the advertisement schedule data comprises start and expiration day information for the advertisement, display day information for the advertisement, and display duration time information for the advertisement.

9. (Original) The method as claimed in claim 8, further comprising a rotation time information for the advertisement schedule data if the selected advertisement time overlaps with at least one other selected advertisement time.

10. (Original) The method as claimed in claim 9, further comprising the step of alternatively displaying at least two advertisements in rotation according to the rotation time information.

11. (Currently Amended) A method for displaying an advertisement using an SMS service in a portable mobile terminal, comprising the steps of:

(a) checking an advertisement identifier (Ad ID) of a received message to determine whether the received message is an advertisement message;

(b) parsing, if the received message is found to be an advertisement message, advertisement data from advertisement schedule data and storing the parsed advertisement data and advertisement schedule data in a memory;

(c) utilizing the stored advertisement schedule data to determine whether to insert scheduled advertisement data into a display list;

(d) checking the advertisement schedule data to determine whether to delete expired advertisement data from the display list; and

(e) determining and displaying the advertisement data in the display list at a time according to the advertisement schedule data,

wherein the advertisement schedule data includes start time information of the advertisement, expiration time information of the advertisement, and display day information of the advertisement.